

The Economic Impact of Travel on Louisiana Parishes 2008

A Study Prepared for the
Louisiana Office of Tourism
by the
Research Department of the
U.S. Travel Association
Washington, D.C.
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PREFACE

This study was conducted by the research department of the U.S. Travel Association for the Louisiana Office of Tourism. This report include 2008 preliminary estimates of domestic traveler expenditures in Louisiana, as well as employment, payroll income, and federal, state and local tax revenues directly generated by these expenditures.

Additionally, this study provides estimates by parish of domestic travel expenditures and employment; payroll income; and state and local tax revenue directly generated by domestic expenditures.

For the purpose of comparison, related 2007 impact data are also included in this report.

U.S. Travel Association
Washington, D.C.
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INTRODUCTION

This report presents preliminary 2008 estimates of the impact of U.S. resident traveler spending in Louisiana, as well as the employment, payroll income and tax revenue directly generated by this spending. For the purpose of comparison, 2007 impact data are also included in this report.

All estimates of the economic impact of travel contained in this volume are the product of U.S. Travel Association's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The Travel Economic Impact Model (TEIM) was initially developed for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and counties. The original TEIM has been revised substantially based on more accurate and targeted input data available from governments and the private sector.

The domestic component of TEIM is based on national surveys conducted by the U.S. Travel Association and other travel-related data developed each year by U.S. Travel Association, various federal agencies and national travel organizations. A summary of the methodology is provided in Appendix A.

U.S. residents traveling in Louisiana includes both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day or overnight trips to places 50 miles or more away from home. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude publicly supported payroll and employment.

Since additional data relating to travel and its economic impact in 2008 will become available subsequent to this study, U.S. Travel Association reserves the right to revise these estimates in the future.

EXECUTIVE SUMMARY

- In 2008, domestic travelers directly spent more than \$9.3 billion in Louisiana, up 7.0 percent from 2007. However, this spending had not yet reached the level set before Hurricanes Katrina and Rita in 2005.
- Domestic travel expenditures directly generated nearly 101.7 thousand jobs within Louisiana in 2008, an increase of 0.9 percent over 2007, but still 12.4 percent lower than 2004's level. The jobs generated by domestic travelers' spending composed 5.2 percent of Louisiana's total non-agricultural employment in 2008.
- Domestic travel-generated employees in Louisiana earned nearly \$1.9 billion in payroll income during 2008, up 4.1 percent from 2007 and down 3.8 percent over 2004.
- On average, every \$91,724 spent by domestic travelers in Louisiana during 2008 generated one job.
- Additionally, domestic travel generated more than \$1.1 billion in tax revenue for federal, state and local governments in 2008, up 4.3 percent from 2007 and down 5.4 percent from 2004.
- Fifteen of Louisiana's 64 parishes received over \$100 million in domestic travel expenditures in 2008.
- Thirteen counties in Louisiana indicated one thousand or more jobs directly supported by domestic travelers during 2008.

TRAVEL IMPACT ON U.S. ECONOMY - 2008

The U.S. economy experienced a challenging year in 2008. Real GDP in chained 2005 dollars increased only 0.4 percent over 2007, the lowest annual rate of GDP growth since 1992. Real disposable personal income was up 0.5 percent over the previous year, while real personal consumption expenditures decreased 0.2 percent from 2007. Annual average non-farm employment in the U.S. decreased 532,000 to 137.1 million, down 0.4 percent from 2007. The national unemployment rate increased in 2008, up to 5.8 percent compared to the 2007 rate of 4.6 percent. Travel-generated employment remained at 2007's level. However, the industry employment declined significantly from September to December in 2008. The Consumer Price Index (CPI), an indicator of the level of price inflation, was up 3.8 percent in 2008, while the U.S. Travel Association's Travel Price Index increased 5.6 percent during the same period. U.S. current account deficit decreased to \$706.1 billion in 2008, down 2.8 percent from 2007. The U.S. travel industry (excluding passenger fares) generated more than \$30.3 billion trade surplus for the country in 2008, an increase of 46.6 percent from the previous year.

U.S. Travel Volume in 2008

In 2008, total U.S. domestic person-trips were down 2.0 percent compared to 2007. International visitors to the U.S. increased 4 percent in 2008 to 58 million. Among the international visitors, overseas visitors were up 6 percent to 25.3 million, Canadian visitors increased 7 percent to 18.9 million, but Mexican visitors decreased 4 percent to 13.7 million. The volume of overseas travelers to the U.S. in 2008 remained 2 percent lower than its historical record set in 2000.

Travel Expenditures in 2008

Total direct traveler expenditures, including the spending of both domestic and international visitors, increased 4.7 percent to \$772.9 billion (in current or nominal dollars) in 2008. Calculated in chained 2000 dollars (i.e., adjusted for inflation), however, total direct traveler expenditures actually declined 1.1 percent below 2007's level. In 2008, leisure traveler spending increased 6.7 percent while business traveler spending was up 0.9 percent. Business travel, including travel for meetings/conventions and other business purposes, was much more negatively affected than was leisure travel in 2008. Declining business profits, higher rates of unemployment, changes in corporate travel policies, technological advances that offer alternatives to travel and other political concerns all combined to make business travel – and especially meeting/events-related travel - the most vulnerable sector in the U.S. travel industry in 2008. Spending by meetings/convention travelers declined 1.5 percent in 2008.

Domestic travel expenditures in current dollars rose 3.3 percent to total \$662.4 billion in 2008. This increase reflects the inflation in travel prices, especially in the cost of gasoline prices, experienced throughout much of 2008. Declines in travel volume and changes in the trips that were taken toward traveling closer to home and spending less at the destination, resulted in domestic travel spending experiencing its lowest rate of growth since 2003. Worsening conditions, however, suggest that domestic travel expenditures will actually decline in 2009.

According to the U.S. Travel Association, domestic travel spending will decline 7.1 percent in 2009 from prior year.

Encouraged by favorable exchange rates, international inbound visitors increased 3.5 percent and spent a total of \$110.5 billion in the U.S. during 2008, up 14.2 percent over 2007. However, international traveler spending in the U.S. decreased 12.0 percent in the first quarter of 2009 and is projected to decline 12.9 percent in 2009.

The U.S. current-account deficit - the combined balances on trade in goods and services, income, and net unilateral current transfers - decreased to \$706.1 billion in 2008 from \$726.6 billion in 2007. As one of the largest service exports, U.S. international travel receipts (including passenger fares) generated nearly a \$29.4 billion trade surplus for the country in 2008.

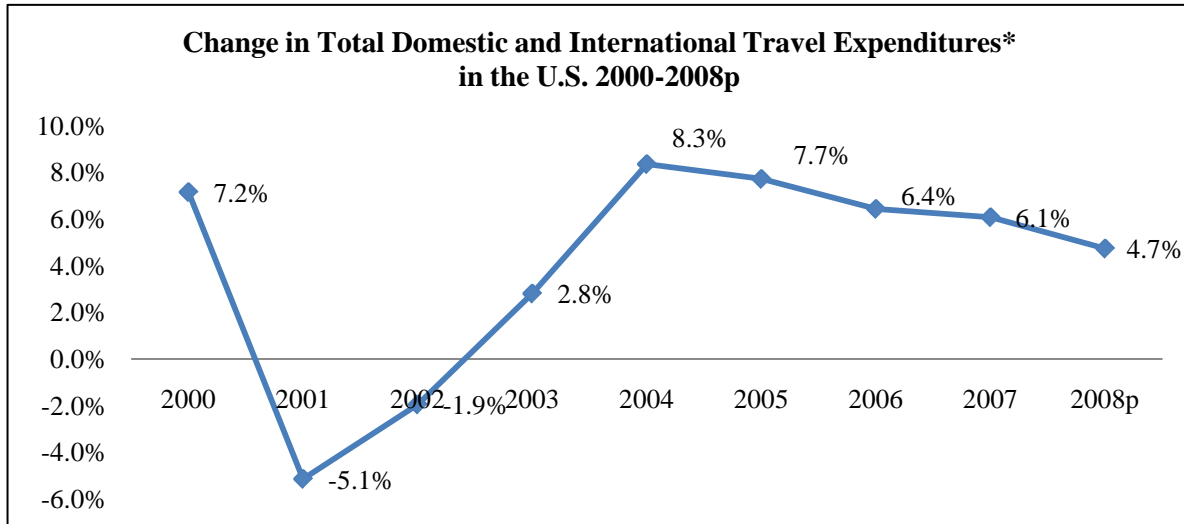
Table 1: Travel Expenditures in the U.S. 2007-2008p

<u>Industry Sector</u>	<u>2007 Travel Spending in The U.S. (\$ Billions)</u>	<u>2008p Travel Spending in The U.S. (\$ Billions)</u>	<u>% 2008p/2007 Travel Spending in The U.S. (Percent Change)</u>
Public Transportation	\$132.6	\$144.0	8.6%
Auto Transportation	125.9	137.5	9.3%
Lodging	144.7	145.9	0.8%
Foodservice	174.7	182.2	4.3%
Entertainment/Recreation	83.5	84.4	1.1%
<u>General Retail</u>	<u>76.7</u>	<u>79.0</u>	<u>2.9%</u>
Total	\$738.0	\$772.9	4.7%
International*	\$96.7	\$110.5	14.2%
Domestic	\$641.3	\$662.4	3.3%

Source: U.S. Travel Association, BEA.

P: preliminary.

* Excludes international passenger fare payments.



Sources: U.S. Travel Association, BEA.

P: preliminary.

* Excludes international passenger fare payments.

Travel Employment in 2008

Approximately 532,000 jobs were eliminated in the non-farm sector in 2008, a 0.4 percent decrease from 2007, according to the U.S. Bureau of Labor Statistics (BLS). The national unemployment rate rose from 4.6 percent in 2007 to 5.8 percent in 2008. Total domestic and international travelers' spending in the U.S. directly generated 7.7 million jobs for the U.S. economy in 2008, representing a 0.3 percent increase compared to 2007. International travelers' spending generated more than 1 million jobs, up 4.0 percent from 2007, while domestic travelers' spending generated jobs reached 6.7 million, down 0.3 percent. Although annual average employment in the travel industry was positive in 2008, employment in the industry declined significantly from September to December.

Among the seven travel industry categories investigated in this report for employment, the greatest gain occurred in the foodservice industry, with employment up 1.5 percent from 2007 to nearly three million in total. The employment generated by total travelers' spending in Entertainment and Recreation reached almost 1.3 million, up 1.2 percent over 2007. However, the auto transportation, lodging, and general retail industries saw annual job losses of 2.5 percent, 1.6 percent, and 1.6 percent respectively.

Table 2: Travel-Generated Employment in the U.S., 2007-2008p

<u>Industry Sector</u>	<u>2007 Travel-Generated Employment (Thousands)</u>	<u>2008p Travel-Generated Employment (Thousands)</u>	<u>% 2008p/2007 Travel-Generated Employment (Percent Change)</u>
Public Transportation	1,003.5	1,003.0	-0.1%
Auto Transportation	269.6	262.9	-2.5%
Lodging	1,521.5	1,497.3	-1.6%
Foodservice	2,953.8	2,996.7	1.5%
Entertainment/Recreation	1,282.5	1,298.5	1.2%
General Retail	494.0	485.9	-1.6%
<u>Travel Planning</u>	<u>175.0</u>	<u>175.1</u>	<u>0.1%</u>
Total	7,699.9	7,719.4	0.3%
International*	971.4	1,010.2	4.0%
Domestic	6,728.5	6,709.2	-0.3%

Sources: U.S. Travel Association, BLS

P: preliminary

* Excludes jobs generated by international passenger fare payments.

Table 3: Overall U.S. Economic Developments, 2006-2008

<u>Sector</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Nominal gross domestic product (\$ Billions)	\$13,398.9	\$14,077.6	\$14,441.4
Real gross domestic product (\$ Billions)*	\$12,976.2	\$13,254.1	\$13,312.2
Real disposable personal income (\$Billions)*	\$9,650.7	\$9,860.6	\$9,911.3
Real personal consumption expenditures (\$ Billions)*	\$9,073.5	\$9,313.9	\$9,290.9
Consumer price index**	201.6	207.3	215.3
Travel Price Index**	233.5	244.0	257.7
Non-farm payroll employment (Millions)	136.1	137.6	137.1
Unemployment rate (%)	4.6	4.6	5.8

Percentage change from previous year

Nominal gross domestic product	6.0%	5.1%	2.6%
Real gross domestic product	2.7%	2.1%	0.4%
Real disposable personal income	4.0%	2.2%	0.5%
Real personal consumption expenditures	2.9%	2.6%	-0.2%
Consumer price index	3.2%	2.8%	3.8%
Travel Price Index	4.9%	4.5%	5.6%
Non-farm payroll employment	1.8%	1.1%	-0.4%

Sources: BEA, BLS, and U.S. Travel Association

* Chained 2005 dollars

** Base period: 1982-84=100

Table 4: U.S. Travel Trends, 2004-2008

<u>Category</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Total travel expenditures (\$ billions)	\$606.9	\$653.8	\$695.8	\$738.0	\$772.9
<i>U.S. travelers' expenditures (\$ billions)</i>	<i>\$532.4</i>	<i>\$572.0</i>	<i>\$610.0</i>	<i>\$641.3</i>	<i>\$662.4</i>
<i>International travelers' expenditures In the U.S.* (\$ billions)</i>	<i>\$74.5</i>	<i>\$81.8</i>	<i>\$85.7</i>	<i>\$96.7</i>	<i>\$110.5</i>
Travel price index**	211.3	222.6	233.5	244.0	257.7
Travel-generated employment*** (thousands)	7,452.7	7,508.8	7,550.5	7,699.9	7,719.4

Percentage change from previous year

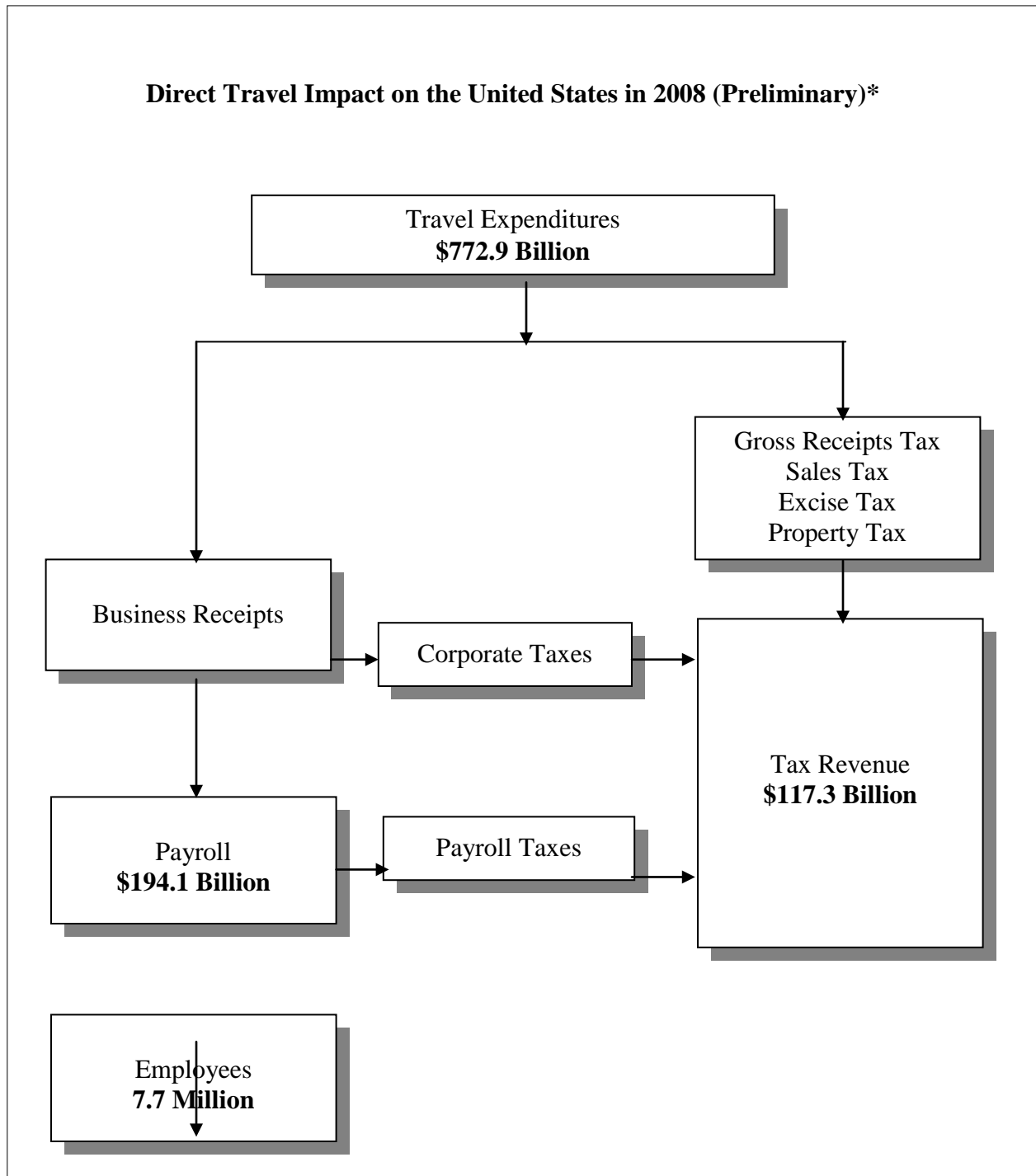
Total travel expenditures	8.3%	7.7%	6.4%	6.1%	4.7%
<i>U.S. travelers' expenditures</i>	<i>7.4%</i>	<i>7.5%</i>	<i>6.6%</i>	<i>5.1%</i>	<i>3.3%</i>
<i>International travelers' expenditures in the U.S.</i>	<i>15.8%</i>	<i>9.7%</i>	<i>4.8%</i>	<i>12.8%</i>	<i>14.2%</i>
Travel price index	4.6%	5.3%	4.9%	4.5%	5.6%
Travel-generated employment	1.6%	0.8%	0.6%	2.0%	0.3%

Sources: U.S. Travel Association, BEA, BLS.

* Does not include international passenger fare payments..

** Base period: 1982-84=100.

*** Includes employment generated by both domestic and international traveler expenditures.



Source: U.S. Travel Association, BEA

*Does not include international passenger fare payments and other economic impact generated by these payments.

TRAVEL IMPACT ON LOUISIANA

TRAVEL IMPACT ON LOUISIANA - 2008

Travel Expenditures

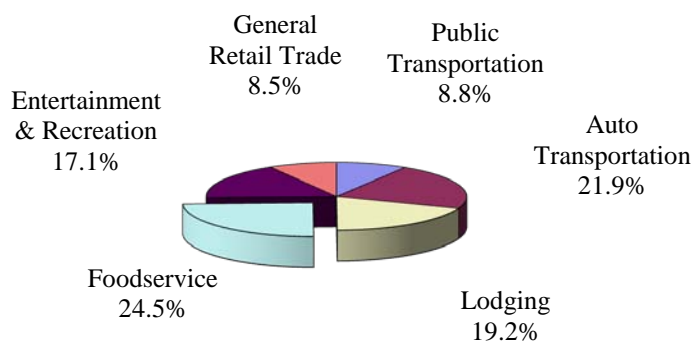
Travel, as one of most important industries in Louisiana's economy, has been dramatically affected by 2005 Hurricanes Katrina and Rita. Although travel in Louisiana improved in 2007 and 2008, it had not yet recovered to the 2004 level. In 2008, domestic travelers directly spent \$9.3 billion in Louisiana, up 7.0 percent from 2007, but still 2.2 percent lower than 2004.

Domestic traveler spending on foodservice, the largest expenditure category, totaled nearly \$2.3 billion in 2008, 24.5 percent of the state total. This represented a 5.0 percent increase from 2007 and a 4.6 percent decrease from 2004.

The auto transportation sector brought in \$2.0 billion during 2008, a 9.4 percent increase from 2007, largely driven by higher gasoline prices. Auto transportation represents 21.9 percent of the total state domestic travel spending in 2008.

Domestic travel spending on lodging increased 11.8 percent from 2007 to nearly \$1.8 billion in 2008. This high growth was largely driven by 2-digit increase on room demand in New Orleans area. Compared to 2004, the year before Hurricanes Katrina and Rita, this spending was 0.4 percent higher.

**Domestic Travel Expenditures in Louisiana
by Industry Sector, 2008**



-
1. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline service stations, and automotive rental.
 2. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
 3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
 4. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
 5. General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.
 6. Entertainment and recreation sector includes amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.
-

Table 5: Domestic Travel Expenditures in Louisiana by Industry Sector, 2007-2008

<i>2008 Expenditures</i>	Total (\$ millions)	% of Domestic Total
Public Transportation	\$821.8	8.8%
Auto Transportation	2,043.8	21.9%
Lodging	1,788.6	19.2%
Foodservice	2,285.3	24.5%
Entertainment & Recreation	1,595.7	17.1%
General Retail Trade	790.7	8.5%
Domestic	\$9,326.1	100.0%
<i>2007 Expenditures</i>		
Public Transportation	\$756.1	8.7%
Auto Transportation	1,867.8	21.4%
Lodging	1,599.3	18.3%
Foodservice	2,177.4	25.0%
Entertainment & Recreation	1,546.6	17.7%
General Retail Trade	770.2	8.8%
Domestic	\$8,717.3	100.0%
<i>Percentage change 2008 over 2007</i>		
Public Transportation	8.7%	
Auto Transportation	9.4%	
Lodging	11.8%	
Foodservice	5.0%	
Entertainment & Recreation	3.2%	
General Retail Trade	2.7%	
Domestic	7.0%	

Source: U.S. Travel Association

TRAVEL IMPACT ON LOUISIANA - 2008

Travel-Generated Employment

In 2008, travel-generated employment increased 0.9 percent from 2007 and was down 12.4 percent from 2004. It is important to note that domestic travel generated employment composed 5.2 percent of total non-agricultural employment in Louisiana during 2008. Without these jobs generated by domestic travel, Louisiana's 2008 unemployment rate of 4.6 percent would have been 4.9 percentage points higher, or 9.5 percent of the labor force. In addition, every \$91,724 spent by domestic travelers in Louisiana directly supported one job during 2008.

The foodservice sector, which includes restaurants and other eating and drinking places, provided more jobs than any other industry sector. During 2008, domestic travelers' spending in this sector created 43.4 thousand jobs, accounting for 42.8 percent of the state total. However, it was still 11.3 percent lower than 2004.

Domestic travel spending generated 19.7 thousand jobs in the lodging sector during 2008, up 2.6 percent from 2007, and yet 12.5 percent lower than 2004.

**Domestic Travel-Generated Employment
in Louisiana
by Industry Sector, 2008**

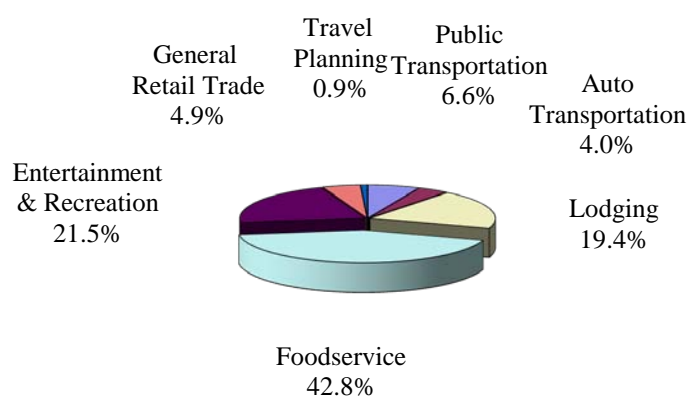


Table 6: Domestic Travel-Generated Employment in Louisiana by Industry Sector, 2007-2008

<i>2008 Employment</i>	<u>Total (thousands)</u>	<u>% of Domestic Total</u>
Public Transportation	6.8	6.6%
Auto Transportation	4.1	4.0%
Lodging	19.7	19.4%
Foodservice	43.5	42.8%
Entertainment & Recreation	21.9	21.5%
General Retail Trade	5.0	4.9%
Travel Planning*	0.9	0.9%
<u>Domestic</u>	<u>101.7</u>	<u>100.0%</u>
<i>2007 Employment</i>		
Public Transportation	6.4	6.4%
Auto Transportation	4.1	4.1%
Lodging	19.2	19.0%
Foodservice	43.0	42.7%
Entertainment & Recreation	22.2	22.0%
General Retail Trade	5.0	4.9%
Travel Planning*	0.9	0.8%
<u>Domestic</u>	<u>100.8</u>	<u>100.0%</u>
<i>Percentage change</i>		
<i>2008 over 2007</i>		
Public Transportation	4.8%	
Auto Transportation	-1.6%	
Lodging	2.6%	
Foodservice	1.1%	
Entertainment & Recreation	-1.5%	
General Retail Trade	-0.1%	
Travel Planning*	2.2%	
<u>Domestic</u>	<u>0.9%</u>	

Source: U.S. Travel Association

* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses.

TRAVEL IMPACT ON LOUISIANA – 2008

Travel-Generated Payroll

Travel-generated payroll is the wage and salary income paid to employees directly serving travelers within the industry sectors from which these travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

Total annual payroll income directly attributable to domestic travel spending increased 4.1 percent from 2007 to nearly \$1.9 billion in 2008. This is, however, 3.8 percent lower than 2004.

In 2008, the foodservice industry and amusement/recreation industry, the largest two travel-generated payroll income providers in Louisiana, reached \$537.8 million and \$490.1 million, respectively. The lodging sector received \$379.1 million in payroll income, up 4.2 percent from 2007.

**Domestic Travel-Generated Payroll in Louisiana
by Industry Sector, 2008**

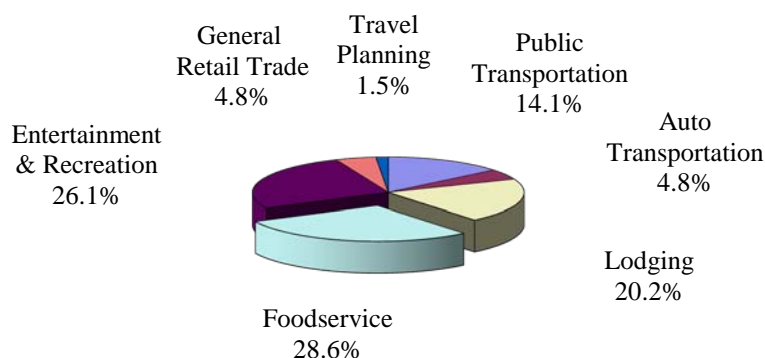


Table 7: Domestic Travel-Generated Payroll in Louisiana by Industry Sector, 2007-2008

2008 Payroll	Total (\$ millions)	% of Domestic Total
Public Transportation	\$265.3	14.1%
Auto Transportation	90.7	4.8%
Lodging	379.1	20.2%
Foodservice	537.8	28.6%
Entertainment & Recreation	490.1	26.1%
General Retail Trade	90.7	4.8%
Travel Planning*	27.5	1.5%
Domestic	\$1,881.1	100.0%
2007 Payroll		
Public Transportation	\$246.5	13.6%
Auto Transportation	92.3	5.1%
Lodging	363.8	20.1%
Foodservice	514.1	28.5%
Entertainment & Recreation	475.0	26.3%
General Retail Trade	89.0	4.9%
Travel Planning*	26.2	1.5%
Domestic	\$1,807.0	100.0%
Percentage change 2008 over 2007		
Public Transportation	7.6%	
Auto Transportation	-1.8%	
Lodging	4.2%	
Foodservice	4.6%	
Entertainment & Recreation	3.2%	
General Retail Trade	1.8%	
Travel Planning*	5.0%	
Domestic	4.1%	

Source: U.S. Travel Association

*Refers to payroll income that goes to travel agents, tour operators, and other travel service employees. These employees arrange passenger transportation, lodging, tours and other related services.

TRAVEL IMPACT ON LOUISIANA - 2008

Travel-Generated Tax Revenue

Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Louisiana. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs. As a result of substantial decreases in the sale of travel goods and services, in addition to travel generated income caused by the hurricanes, travel generated tax receipts for federal, state and local declined dramatically as well.

Domestic travel spending in Louisiana generated \$541.5 million in tax revenue for the federal government in 2008, up 4.0 percent from 2007, still 6.0 percent lower than 2004.

Domestic travel spending in Louisiana also generated \$385.8 million tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, up 4.1 percent from 2007 but down 5.7 percent from 2004.

Taxes collected by local governments reached \$219.0 million in 2008 through sales tax and property tax, 5.5 percent higher than 2007 and 3.1 percent lower than 2004.

In 2008, each dollar spent by domestic travelers in Louisiana produced 12.3 cents for federal, state and local tax coffers.

Domestic Travel-Generated Tax Revenue in Louisiana by Level of Government, 2008

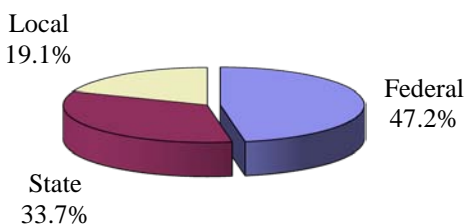


Table 8: Domestic Travel-Generated Tax Revenue in Louisiana by Level of Government, 2007-2008

<i>2008 Tax Revenue</i>	<u>Total (\$ millions)</u>	<u>% of Domestic Total</u>
Federal	\$541.5	47.2%
State	385.8	33.7%
Local	219.0	19.1%
Domestic	\$1,146.3	100.0%
<i>2007 Tax Revenue</i>		
Federal	\$520.8	47.4%
State	370.5	33.7%
Local	207.6	18.9%
Domestic	\$1,098.8	100.0%
<i>Percentage change 2008 over 2007</i>		
Federal	4.0%	
State	4.1%	
Local	5.5%	
Domestic	4.3%	

Source: U.S. Travel Association

DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES - 2008

In 2008, domestic travelers' spending in Louisiana increased 7.0 percent to \$9.3 billion. These expenditures directly generated \$1.9 billion in wages and salaries, 101.7 thousand jobs and \$604.8 million in tax revenue for the state treasury and local governments.

Travel expenditures occurred throughout all the sixty-four parishes in Louisiana. The top five parishes in Louisiana received more than \$6.2 billion in direct domestic travel expenditures during 2008, 66.8 percent of the state total. In 2008, spending by domestic travelers in the top five parishes generated \$1.3 billion in payroll income and 72.2 thousand jobs. This represented 70.2 and 71.0 percent of the state total, respectively. Additionally, domestic traveler expenditures in these top five parishes generated nearly \$384 million in tax revenue for the state treasury and the local governments during 2008, 63.4 percent of the state total.

Domestic Travel Impact on Top 5 Parishes

Orleans Parish, which includes the city of New Orleans, was the most severely affected area by the hurricanes in 2005. In 2008, total domestic travel spending in this parish was nearly \$3.5 billion, up 8.4 percent from 2007. Although travel in this area has recovered greatly since 2007, the total of direct domestic travel expenditures during 2008 had not reached 2004 level. The \$3.5 billion domestic travel spending during 2008 generated more than \$804 million payroll and 46.8 thousand jobs.

Jefferson Parish, located adjacent to New Orleans, ranked second with \$1.0 billion in domestic travel spending in 2008. The domestic travel spending in this parish increased 7.8 percent over 2007. Payroll income and jobs generated by the spending reported \$192 million and 9.8 thousand, respectively.

East Baton Rouge Parish recovered from 2005 Hurricane Katrina and Rita quickly, posting \$784 million in domestic travel expenditures during 2008, up 6.6 percent from 2007. These expenditures benefited parish residents with \$143 million in payroll as well as 7.0 thousand jobs for parish residents.

Caddo Parish performed well during 2008 and received \$541 million from domestic travelers, 7.1 percent higher than 2007. Payroll income in Caddo Parish increased 4.2 percent from 2007 to \$111 million and 5.1 thousand jobs were generated by the spending in 2008.

Lafayette Parish ranked fifth with \$414 million travel spending from domestic visitors. This spending generated almost \$69 million in payroll and more than 3.5 thousand jobs.

Table 9: Domestic Travel Impact in Louisiana - Top 5 Parishes, 2007 and 2008***2008 Travel Impact***

<u>Parish</u>	<u>Expenditures (\$ million)</u>	<u>Payroll (\$ million)</u>	<u>Employment (thousands)</u>	<u>State & Local Tax Revenue (\$ million)</u>
ORLEANS	\$3,488.6	\$804.4	46.8	\$212.9
JEFFERSON	1,001.6	192.3	9.8	59.9
EAST BATON ROUGE	784.8	143.0	7.0	48.5
CADDO	541.2	111.3	5.1	35.5
<u>LAFAYETTE</u>	<u>414.3</u>	<u>68.9</u>	<u>3.5</u>	<u>26.9</u>
Top Five Parish Total	\$6,230.4	\$1,319.9	72.2	\$383.7
State Total	\$9,326.1	\$1,881.1	101.7	\$604.8
Share Of Top 5 Parishes	66.8%	70.2%	71.0%	63.4%

2007 Travel Impact

ORLEANS	\$3,217.6	\$762.6	45.9	\$200.5
JEFFERSON	929.4	183.4	9.6	56.8
EAST BATON ROUGE	736.3	137.9	7.0	46.5
CADDO	505.3	106.9	5.0	33.9
<u>BOSSIER</u>	<u>379.3</u>	<u>110.0</u>	<u>5.7</u>	<u>28.1</u>
Top Five Parish Total	\$5,768.0	\$1,300.8	73.2	\$365.9
State Total	\$8,717.3	\$1,807.0	100.8	\$578.0
Share Of Top 5 Parishes	66.2%	72.0%	72.6%	63.3%

Percentage Change***2008 over 2007***

ORLEANS	8.4%	5.5%	2.2%	6.2%
JEFFERSON	7.8%	4.8%	1.5%	5.5%
EAST BATON ROUGE	6.6%	3.7%	0.4%	4.2%
CADDO	7.1%	4.2%	0.9%	4.8%
<u>LAFAYETTE</u>	<u>9.6%</u>	<u>6.7%</u>	<u>3.3%</u>	<u>7.2%</u>
Top Five Parish Total	8.0%	1.5%	-1.3%	4.9%
State Total	7.0%	4.1%	0.9%	4.6%

Source: U.S. Travel Association

PARISH TABLES

The following tables list the results of the Parish Economic Impact Component of the U.S. Travel Association's Travel Economic Impact Model for Louisiana in 2007 and 2008. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table A shows the parishes listed alphabetically, with 2008 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B ranks the parishes in order of 2008 travel expenditures from highest to lowest.

Table C shows the percent distribution for each impact measure in 2008.

Table D shows the percent change in 2008 over 2007 estimates for each of the measures of economic impact.

Table E shows the parishes listed alphabetically, with 2007 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Table A: Alphabetical by Parish, 2008

Domestic Travel Impact on Louisiana Parishes - 2008					
Table A: Alphabetical by Parish, 2008					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$34.28	\$3.35	0.18	\$1.91	\$0.64
ALLEN	175.94	47.86	2.34	5.02	3.55
ASCENSION	82.59	9.73	0.58	4.41	1.34
ASSUMPTION	10.88	1.17	0.07	0.57	0.25
AVOYELLES	106.80	24.72	1.25	2.56	1.70
BEAUREGARD	17.40	2.31	0.12	0.89	1.31
BIENVILLE	9.71	1.23	0.07	0.49	0.72
BOSSIER	383.34	108.11	5.43	16.73	11.13
CADDO	541.19	111.32	5.10	24.17	11.35
CALCASIEU	360.27	88.17	4.31	15.74	9.60
CALDWELL	7.08	0.93	0.05	0.32	0.46
CAMERON	4.47	0.64	0.04	0.19	0.27
CATAHOULA	5.62	0.91	0.06	0.23	0.35
CLAIBORNE	8.73	1.33	0.08	0.38	0.46
CONCORDIA	12.20	1.47	0.09	0.60	0.57
DE SOTO	14.46	1.69	0.10	0.79	0.50
EAST BATON ROUGE	784.83	143.04	6.98	34.37	14.13
EAST CARROLL	9.65	1.03	0.07	0.57	0.22
EAST FELICIANA	3.66	0.60	0.04	0.15	0.23
EVANGELINE	15.48	2.30	0.13	0.75	0.58
FRANKLIN	7.42	1.11	0.08	0.29	0.24
GRANT	3.54	0.56	0.04	0.14	0.31
IBERIA	44.46	6.62	0.38	2.12	0.78
IBERVILLE	21.07	3.10	0.16	1.07	0.87
JACKSON	9.08	1.22	0.08	0.34	0.24
JEFFERSON	1,001.57	192.28	9.770	39.69	20.24
JEFFERSON DAVIS	18.49	2.30	0.15	0.97	0.43

Table A: Alphabetical by Parish, 2008

Domestic Travel Impact on Louisiana Parishes - 2008					
Table A: Alphabetical by Parish, 2008 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	414.25	68.94	3.50	19.30	7.57
LAFOURCHE	78.83	9.58	0.54	4.17	1.32
LASALLE	4.51	0.70	0.05	0.17	0.23
LINCOLN	29.09	4.79	0.31	1.37	0.71
LIVINGSTON	46.46	4.32	0.23	2.51	1.63
MADISON	44.54	3.52	0.17	2.95	0.67
MOREHOUSE	14.94	2.34	0.13	0.72	0.40
NATCHITOCHES	34.25	5.27	0.33	1.66	1.22
ORLEANS	3,488.56	804.35	46.845	126.90	85.99
OUACHITA	217.63	39.90	1.92	8.98	4.14
PLAQUEMINES	23.74	3.91	0.20	1.13	1.75
POINTE COUPEE	10.32	1.33	0.08	0.48	0.26
RAPIDES	133.34	20.26	1.07	6.28	2.58
RED RIVER	5.48	0.70	0.04	0.28	0.18
RICHLAND	18.72	2.20	0.13	1.05	0.36
SABINE	20.06	2.62	0.14	0.91	2.06
SAINT BERNARD	35.31	4.52	0.25	1.80	0.51
SAINT CHARLES	39.50	5.25	0.30	1.89	0.57
SAINT HELENA	2.41	0.46	0.03	0.09	0.16
SAINT JAMES	10.79	1.41	0.10	0.49	0.17
SAINT JOHN THE BAPTIST	36.48	5.92	0.36	1.67	0.77
SAINT LANDRY	90.29	10.39	0.63	4.94	2.55
SAINT MARTIN	27.30	3.32	0.16	1.37	1.53
SAINT MARY	139.99	31.14	1.62	4.04	2.33
SAINT TAMMANY	195.04	27.64	1.52	10.12	5.36
TANGIPAHOA	136.84	13.59	0.75	7.48	2.33
TENSAS	3.83	0.79	0.04	0.15	0.42

Table A: Alphabetical by Parish, 2008

Domestic Travel Impact on Louisiana Parishes - 2008					
Table A: Alphabetical by Parish, 2008 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	115.56	16.01	0.93	6.01	2.03
UNION	11.66	1.30	0.07	0.62	0.79
VERMILION	40.15	4.13	0.22	2.23	1.03
VERNON	19.08	2.58	0.15	0.95	0.80
WASHINGTON	21.95	2.47	0.14	1.15	0.62
WEBSTER	44.63	5.22	0.27	2.51	1.39
WEST BATON ROUGE	47.01	6.17	0.36	2.62	0.89
WEST CARROLL	3.75	0.59	0.04	0.15	0.14
WEST FELICIANA	18.73	3.04	0.19	0.95	0.75
WINN	6.82	1.32	0.09	0.28	0.31
STATE TOTALS	\$9,326.08	\$1,881.10	101.68	\$385.81	\$218.99

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Table B: Ranking Of Parishes By Expenditure Levels, 2008

Domestic Travel Impact on Louisiana Parishes - 2008					
Table B: Ranking Of Parishes By Expenditure Levels, 2008					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ORLEANS	\$3,488.56	\$804.35	46.845	\$126.90	\$85.99
JEFFERSON	1,001.57	192.28	9.770	39.69	20.24
EAST BATON ROUGE	784.83	143.04	6.98	34.37	14.13
CADDO	541.19	111.32	5.10	24.17	11.35
LAFAYETTE	414.25	68.94	3.50	19.30	7.57
BOSSIER	383.34	108.11	5.43	16.73	11.13
CALCASIEU	360.27	88.17	4.31	15.74	9.60
OUACHITA	217.63	39.90	1.92	8.98	4.14
SAINT TAMMANY	195.04	27.64	1.52	10.12	5.36
ALLEN	175.94	47.86	2.34	5.02	3.55
SAINT MARY	139.99	31.14	1.62	4.04	2.33
TANGIPAHOA	136.84	13.59	0.75	7.48	2.33
RAPIDES	133.34	20.26	1.07	6.28	2.58
TERREBONNE	115.56	16.01	0.93	6.01	2.03
AVOYELLES	106.80	24.72	1.25	2.56	1.70
SAINT LANDRY	90.29	10.39	0.63	4.94	2.55
ASCENSION	82.59	9.73	0.58	4.41	1.34
LAFOURCHE	78.83	9.58	0.54	4.17	1.32
WEST BATON ROUGE	47.01	6.17	0.36	2.62	0.89
LIVINGSTON	46.46	4.32	0.23	2.51	1.63
WEBSTER	44.63	5.22	0.27	2.51	1.39
MADISON	44.54	3.52	0.17	2.95	0.67
IBERIA	44.46	6.62	0.38	2.12	0.78
VERMILION	40.15	4.13	0.22	2.23	1.03
SAINT CHARLES	39.50	5.25	0.30	1.89	0.57
SAINT JOHN THE BAPTIST	36.48	5.92	0.36	1.67	0.77
SAINT BERNARD	35.31	4.52	0.25	1.80	0.51

Table B: Ranking Of Parishes By Expenditure Levels, 2008

Domestic Travel Impact on Louisiana Parishes - 2008					
Table B: Ranking Of Parishes By Expenditure Levels, 2008 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	34.28	3.35	0.18	1.91	0.64
NATCHITOCHES	34.25	5.27	0.33	1.66	1.22
LINCOLN	29.09	4.79	0.31	1.37	0.71
SAINT MARTIN	27.30	3.32	0.16	1.37	1.53
PLAQUEMINES	23.74	3.91	0.20	1.13	1.75
WASHINGTON	21.95	2.47	0.14	1.15	0.62
IBERVILLE	21.07	3.10	0.16	1.07	0.87
SABINE	20.06	2.62	0.14	0.91	2.06
VERNON	19.08	2.58	0.15	0.95	0.80
WEST FELICIANA	18.73	3.04	0.19	0.95	0.75
RICHLAND	18.72	2.20	0.13	1.05	0.36
JEFFERSON DAVIS	18.49	2.30	0.15	0.97	0.43
BEAUREGARD	17.40	2.31	0.12	0.89	1.31
EVANGELINE	15.48	2.30	0.13	0.75	0.58
MOREHOUSE	14.94	2.34	0.13	0.72	0.40
DE SOTO	14.46	1.69	0.10	0.79	0.50
CONCORDIA	12.20	1.47	0.09	0.60	0.57
UNION	11.66	1.30	0.07	0.62	0.79
ASSUMPTION	10.88	1.17	0.07	0.57	0.25
SAINT JAMES	10.79	1.41	0.10	0.49	0.17
POINTE COUPEE	10.32	1.33	0.08	0.48	0.26
BIENVILLE	9.71	1.23	0.07	0.49	0.72
EAST CARROLL	9.65	1.03	0.07	0.57	0.22
JACKSON	9.08	1.22	0.08	0.34	0.24
CLAIBORNE	8.73	1.33	0.08	0.38	0.46
FRANKLIN	7.42	1.11	0.08	0.29	0.24
CALDWELL	7.08	0.93	0.05	0.32	0.46

Table B: Ranking Of Parishes By Expenditure Levels, 2008

Domestic Travel Impact on Louisiana Parishes - 2008					
Table B: Ranking Of Parishes By Expenditure Levels, 2008 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
WINN	6.82	1.32	0.09	0.28	0.31
CATAHOULA	5.62	0.91	0.06	0.23	0.35
RED RIVER	5.48	0.70	0.04	0.28	0.18
LASALLE	4.51	0.70	0.05	0.17	0.23
CAMERON	4.47	0.64	0.04	0.19	0.27
TENSAS	3.83	0.79	0.04	0.15	0.42
WEST CARROLL	3.75	0.59	0.04	0.15	0.14
EAST FELICIANA	3.66	0.60	0.04	0.15	0.23
GRANT	3.54	0.56	0.04	0.14	0.31
SAINT HELENA	2.41	0.46	0.03	0.09	0.16
STATE TOTALS	\$9,326.08	\$1,881.10	101.68	\$385.81	\$218.99

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Table C: Percent Distribution by Parish, 2008

Domestic Travel Impact on Louisiana Parishes - 2008					
Table C: Percent Distribution by Parish, 2008					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	0.37%	0.18%	0.18%	0.50%	0.29%
ALLEN	1.89%	2.54%	2.30%	1.30%	1.62%
ASCENSION	0.89%	0.52%	0.58%	1.14%	0.61%
ASSUMPTION	0.12%	0.06%	0.06%	0.15%	0.11%
AVOUELLES	1.15%	1.31%	1.23%	0.66%	0.78%
BEAUREGARD	0.19%	0.12%	0.12%	0.23%	0.60%
BIENVILLE	0.10%	0.07%	0.07%	0.13%	0.33%
BOSSIER	4.11%	5.75%	5.34%	4.34%	5.08%
CADDO	5.80%	5.92%	5.01%	6.26%	5.18%
CALCASIEU	3.86%	4.69%	4.24%	4.08%	4.38%
CALDWELL	0.08%	0.05%	0.05%	0.08%	0.21%
CAMERON	0.05%	0.03%	0.04%	0.05%	0.12%
CATAHOULA	0.06%	0.05%	0.06%	0.06%	0.16%
CLAIBORNE	0.09%	0.07%	0.08%	0.10%	0.21%
CONCORDIA	0.13%	0.08%	0.08%	0.16%	0.26%
DE SOTO	0.16%	0.09%	0.09%	0.21%	0.23%
EAST BATON ROUGE	8.42%	7.60%	6.87%	8.91%	6.45%
EAST CARROLL	0.10%	0.05%	0.07%	0.15%	0.10%
EAST FELICIANA	0.04%	0.03%	0.04%	0.04%	0.11%
EVANGELINE	0.17%	0.12%	0.13%	0.19%	0.27%
FRANKLIN	0.08%	0.06%	0.08%	0.08%	0.11%
GRANT	0.04%	0.03%	0.04%	0.04%	0.14%
IBERIA	0.48%	0.35%	0.38%	0.55%	0.36%
IBERVILLE	0.23%	0.17%	0.16%	0.28%	0.40%
JACKSON	0.10%	0.06%	0.08%	0.09%	0.11%
JEFFERSON	10.74%	10.22%	9.61%	10.29%	9.24%
JEFFERSON DAVIS	0.20%	0.12%	0.15%	0.25%	0.20%

Table C: Percent Distribution by Parish, 2008

Domestic Travel Impact on Louisiana Parishes – 2008**Table C: Percent Distribution by Parish, 2008 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	4.44%	3.66%	3.45%	5.00%	3.46%
LAFOURCHE	0.85%	0.51%	0.53%	1.08%	0.60%
LASALLE	0.05%	0.04%	0.04%	0.05%	0.11%
LINCOLN	0.31%	0.25%	0.30%	0.36%	0.32%
LIVINGSTON	0.50%	0.23%	0.23%	0.65%	0.74%
MADISON	0.48%	0.19%	0.17%	0.76%	0.30%
MOREHOUSE	0.16%	0.12%	0.13%	0.19%	0.18%
NATCHITOCHES	0.37%	0.28%	0.32%	0.43%	0.55%
ORLEANS	37.41%	42.76%	46.07%	32.89%	39.26%
OUACHITA	2.33%	2.12%	1.89%	2.33%	1.89%
PLAQUEMINES	0.25%	0.21%	0.20%	0.29%	0.80%
POINTE COUPEE	0.11%	0.07%	0.08%	0.12%	0.12%
RAPIDES	1.43%	1.08%	1.06%	1.63%	1.18%
RED RIVER	0.06%	0.04%	0.04%	0.07%	0.08%
RICHLAND	0.20%	0.12%	0.13%	0.27%	0.17%
SABINE	0.22%	0.14%	0.13%	0.24%	0.94%
SAINT BERNARD	0.38%	0.24%	0.24%	0.47%	0.23%
SAINT CHARLES	0.42%	0.28%	0.30%	0.49%	0.26%
SAINT HELENA	0.03%	0.02%	0.03%	0.02%	0.07%
SAINT JAMES	0.12%	0.07%	0.09%	0.13%	0.08%
SAINT JOHN THE BAPTIST	0.39%	0.31%	0.35%	0.43%	0.35%
SAINT LANDRY	0.97%	0.55%	0.61%	1.28%	1.17%
SAINT MARTIN	0.29%	0.18%	0.16%	0.35%	0.70%
SAINT MARY	1.50%	1.66%	1.59%	1.05%	1.06%
SAINT TAMMANY	2.09%	1.47%	1.50%	2.62%	2.45%
TANGIPAHOA	1.47%	0.72%	0.74%	1.94%	1.06%
TENSAS	0.04%	0.04%	0.04%	0.04%	0.19%

Table C: Percent Distribution by Parish, 2008

Domestic Travel Impact on Louisiana Parishes - 2008					
Table C: Percent Distribution by Parish, 2008 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	1.24%	0.85%	0.91%	1.56%	0.93%
UNION	0.13%	0.07%	0.07%	0.16%	0.36%
VERMILION	0.43%	0.22%	0.22%	0.58%	0.47%
VERNON	0.20%	0.14%	0.15%	0.25%	0.37%
WASHINGTON	0.24%	0.13%	0.14%	0.30%	0.28%
WEBSTER	0.48%	0.28%	0.27%	0.65%	0.63%
WEST BATON ROUGE	0.50%	0.33%	0.36%	0.68%	0.41%
WEST CARROLL	0.04%	0.03%	0.04%	0.04%	0.07%
WEST FELICIANA	0.20%	0.16%	0.19%	0.25%	0.34%
WINN	0.07%	0.07%	0.09%	0.07%	0.14%
STATE TOTALS	100.00%	100.00%	100.00%	100.00%	100.00%

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Table D: Percent Change Over 2007

Domestic Travel Impact on Louisiana Parishes – 2008**Table D: Percent Change Over 2007**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	0.45%	-2.29%	-5.36%	-2.15%	-0.84%
ALLEN	7.39%	4.47%	1.18%	4.61%	6.01%
ASCENSION	8.98%	6.02%	2.68%	6.16%	7.58%
ASSUMPTION	1.56%	-1.20%	-4.31%	-1.07%	0.25%
AVOUELLES	4.50%	1.66%	-1.53%	1.80%	3.16%
BEAUREGARD	3.50%	0.69%	-2.48%	0.83%	2.17%
BIENVILLE	4.07%	1.25%	-1.94%	1.39%	2.74%
BOSSIER	1.06%	-1.69%	-4.78%	-1.55%	-0.24%
CADDO	7.09%	4.18%	0.91%	4.33%	5.72%
CALCASIEU	6.18%	3.29%	0.05%	3.44%	4.82%
CALDWELL	3.66%	0.84%	-2.33%	0.98%	2.33%
CAMERON	2.34%	-0.45%	-3.57%	-0.31%	1.02%
CATAHOULA	7.09%	4.18%	0.90%	4.32%	5.71%
CLAIBORNE	3.59%	0.77%	-2.39%	0.91%	2.26%
CONCORDIA	3.51%	0.69%	-2.47%	0.83%	2.18%
DE SOTO	7.45%	4.53%	1.25%	4.68%	6.08%
EAST BATON ROUGE	6.59%	3.69%	0.43%	3.84%	5.22%
EAST CARROLL	6.26%	3.37%	0.12%	3.51%	4.89%
EAST FELICIANA	2.62%	-0.17%	-3.31%	-0.03%	1.30%
EVANGELINE	3.59%	0.78%	-2.39%	0.92%	2.26%
FRANKLIN	1.45%	-1.31%	-4.41%	-1.17%	0.14%
GRANT	2.82%	0.02%	-3.12%	0.16%	1.50%
IBERIA	0.18%	-2.55%	-5.61%	-2.41%	-1.11%
IBERVILLE	2.70%	-0.09%	-3.23%	0.05%	1.38%
JACKSON	6.54%	3.65%	0.39%	3.79%	5.18%
JEFFERSON	7.77%	4.84%	1.54%	4.98%	6.38%
JEFFERSON DAVIS	7.69%	4.76%	1.47%	4.91%	6.31%

Table D: Percent Change Over 2007

Domestic Travel Impact on Louisiana Parishes - 2008**Table D: Percent Change Over 2007 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	9.63%	6.65%	3.30%	6.80%	8.23%
LAFOURCHE	9.03%	6.06%	2.73%	6.21%	7.63%
LASALLE	6.41%	3.51%	0.26%	3.66%	5.04%
LINCOLN	10.99%	7.97%	4.58%	8.12%	9.56%
LIVINGSTON	16.24%	13.08%	9.53%	13.24%	14.75%
MADISON	10.87%	7.86%	4.47%	8.01%	9.45%
MOREHOUSE	3.33%	0.52%	-2.64%	0.66%	2.01%
NATCHITOCHES	0.31%	-2.42%	-5.49%	-2.29%	-0.98%
ORLEANS	8.42%	5.47%	2.16%	5.62%	7.03%
OUACHITA	4.94%	2.09%	-1.12%	2.23%	3.59%
PLAQUEMINES	13.37%	10.29%	6.82%	10.44%	11.91%
POINTE COUPEE	1.41%	-1.35%	-4.45%	-1.21%	0.11%
RAPIDES	3.95%	1.13%	-2.05%	1.27%	2.62%
RED RIVER	6.37%	3.47%	0.22%	3.62%	5.00%
RICHLAND	7.10%	4.19%	0.91%	4.33%	5.72%
SABINE	3.14%	0.33%	-2.82%	0.47%	1.81%
SAINT BERNARD	7.83%	4.89%	1.60%	5.04%	6.44%
SAINT CHARLES	3.20%	0.39%	-2.76%	0.53%	1.87%
SAINT HELENA	3.20%	0.39%	-2.76%	0.53%	1.87%
SAINT JAMES	3.87%	1.05%	-2.13%	1.19%	2.54%
SAINT JOHN THE BAPTIST	6.25%	3.37%	0.12%	3.51%	4.89%
SAINT LANDRY	2.54%	-0.25%	-3.38%	-0.11%	1.22%
SAINT MARTIN	1.81%	-0.96%	-4.07%	-0.82%	0.50%
SAINT MARY	2.56%	-0.23%	-3.36%	-0.09%	1.25%
SAINT TAMMANY	8.29%	5.34%	2.03%	5.49%	6.90%
TANGIPAHOA	5.85%	2.97%	-0.26%	3.12%	4.49%
TENSAS	3.72%	0.90%	-2.27%	1.04%	2.39%

Table D: Percent Change Over 2007

Domestic Travel Impact on Louisiana Parishes - 2008**Table D: Percent Change Over 2007 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	2.86%	0.06%	-3.08%	0.20%	1.54%
UNION	5.19%	2.33%	-0.89%	2.47%	3.84%
VERMILION	4.06%	1.23%	-1.95%	1.38%	2.73%
VERNON	3.78%	0.96%	-2.22%	1.10%	2.45%
WASHINGTON	1.68%	-1.08%	-4.19%	-0.94%	0.38%
WEBSTER	6.94%	4.03%	0.76%	4.18%	5.57%
WEST BATON ROUGE	3.46%	0.65%	-2.52%	0.79%	2.13%
WEST CARROLL	2.79%	-0.01%	-3.15%	0.13%	1.47%
WEST FELICIANA	4.11%	1.28%	-1.90%	1.42%	2.77%
WINN	2.90%	0.11%	-3.04%	0.24%	1.58%
STATE TOTALS	6.98%	4.10%	0.88%	4.13%	5.51%

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Table E: Alphabetical By Parish, 2007

Domestic Travel Impact on Louisiana Parishes					
Table E: Alphabetical By Parish, 2007					
<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACADIA	\$34.12	\$3.42	0.20	\$1.96	\$0.64
ALLEN	163.84	45.82	2.31	4.80	3.35
ASCENSION	75.78	9.18	0.57	4.16	1.24
ASSUMPTION	10.71	1.19	0.07	0.58	0.25
AVOYELLES	102.20	24.31	1.27	2.51	1.65
BEAUREGARD	16.81	2.30	0.12	0.89	1.28
BIENVILLE	9.33	1.21	0.07	0.48	0.70
BOSSIER	379.33	109.97	5.70	16.99	11.16
CADDO	505.34	106.85	5.05	23.16	10.73
CALCASIEU	339.29	85.36	4.31	15.21	9.16
CALDWELL	6.83	0.92	0.05	0.32	0.45
CAMERON	4.37	0.64	0.04	0.20	0.27
CATAHOULA	5.25	0.88	0.06	0.22	0.34
CLAIBORNE	8.43	1.32	0.08	0.38	0.45
CONCORDIA	11.78	1.46	0.09	0.60	0.55
DE SOTO	13.46	1.62	0.09	0.76	0.47
EAST BATON ROUGE	736.31	137.95	6.95	33.10	13.42
EAST CARROLL	9.08	1.00	0.07	0.55	0.21
EAST FELICIANA	3.57	0.60	0.04	0.15	0.23
EVANGELINE	14.95	2.29	0.14	0.74	0.57
FRANKLIN	7.32	1.13	0.08	0.29	0.24
GRANT	3.44	0.56	0.04	0.14	0.31
IBERIA	44.38	6.80	0.41	2.18	0.79
IBERVILLE	20.51	3.11	0.17	1.07	0.86
JACKSON	8.52	1.18	0.08	0.32	0.22
JEFFERSON	929.40	183.41	9.621	37.80	19.03
JEFFERSON DAVIS	17.17	2.20	0.15	0.92	0.40

Table E: Alphabetical By Parish, 2007

Domestic Travel Impact on Louisiana Parishes					
Table E: Alphabetical By Parish, 2007 (Continued)					
<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LAFAYETTE	377.85	64.64	3.39	18.07	7.00
LAFOURCHE	72.30	9.03	0.53	3.92	1.23
LASALLE	4.24	0.67	0.05	0.17	0.22
LINCOLN	26.21	4.44	0.29	1.27	0.65
LIVINGSTON	39.97	3.82	0.21	2.22	1.42
MADISON	40.18	3.27	0.17	2.73	0.61
MOREHOUSE	14.46	2.32	0.14	0.71	0.39
NATCHITOCHES	34.15	5.40	0.34	1.70	1.23
ORLEANS	3,217.62	762.62	45.86	120.15	80.34
OUACHITA	207.38	39.08	1.94	8.79	3.99
PLAQUEMINES	20.94	3.55	0.19	1.02	1.56
POINTE COUPEE	10.18	1.35	0.08	0.49	0.26
RAPIDES	128.27	20.04	1.10	6.20	2.52
RED RIVER	5.15	0.67	0.04	0.27	0.18
RICHLAND	17.48	2.11	0.13	1.01	0.34
SABINE	19.45	2.61	0.14	0.90	2.02
SAINT BERNARD	32.75	4.31	0.24	1.72	0.48
SAINT CHARLES	38.28	5.23	0.31	1.88	0.55
SAINT HELENA	2.34	0.46	0.03	0.09	0.16
SAINT JAMES	10.38	1.40	0.10	0.48	0.17
SAINT JOHN THE BAPTIST	34.33	5.73	0.36	1.62	0.73
SAINT LANDRY	88.05	10.41	0.65	4.94	2.52
SAINT MARTIN	26.81	3.35	0.17	1.38	1.53
SAINT MARY	136.50	31.21	1.67	4.04	2.30
SAINT TAMMANY	180.11	26.24	1.49	9.59	5.01
TANGIPAHOA	129.28	13.20	0.75	7.25	2.23
TENSAS	3.70	0.78	0.04	0.15	0.41

Table E: Alphabetical By Parish, 2007

Domestic Travel Impact on Louisiana Parishes					
Table E: Alphabetical By Parish, 2007 (Continued)					
<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
TERREBONNE	112.35	16.00	0.96	6.00	2.00
UNION	11.09	1.27	0.07	0.60	0.76
VERMILION	38.58	4.08	0.23	2.20	1.00
VERNON	18.39	2.55	0.15	0.94	0.78
WASHINGTON	21.58	2.50	0.15	1.16	0.62
WEBSTER	41.73	5.02	0.27	2.41	1.31
WEST BATON ROUGE	45.44	6.13	0.37	2.60	0.87
WEST CARROLL	3.65	0.59	0.04	0.15	0.14
WEST FELICIANA	17.99	3.01	0.19	0.94	0.73
WINN	6.63	1.32	0.09	0.27	0.30
STATE TOTALS	\$8,717.34	\$1,807.04	100.78	\$370.49	\$207.55

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APPENDICES

Appendix A: Travel Economic Impact Model

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at U.S. Travel Association (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day or overnight trips to places 50 miles or more, one way, from the traveler's origin.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

A *travel expenditure* is assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

Economic impact is represented by measures of spending, employment, payroll, business receipts

and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

Estimates of Travel Expenditures

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Sixteen (16) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by TIA, The Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

Estimates of Business Receipts, Payroll and Employment

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC

701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, TIA's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of the expenditure categories for each state over the previous year, as well as changes in the

relationship of travel spending to employment, payroll and tax revenue.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

Appendix B: Glossary of Terms

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the TravelScope.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Appendix C: Travel-Related Industry Measurement

SIC-NAICS Transition

The *travel industry*, as defined by TIA and covered in its research, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level. For many years, TIA selected these business types using 1987 U.S. Standard Industrial Classification (SIC) system codes.

The SIC system has been used for decades with tremendous success to classify all businesses in the U.S. by the types of products or services they make available. To its credit, the SIC system has facilitated the collection, tabulation and analysis of data. It has also promoted “apples-to-apples” comparability in statistical analyses. At the industry group level, SIC Codes report industry groups as 2 or 3 digit categories to 4 digits at their most specific.

However, as a direct consequence of rapid and widespread structural changes throughout the American economy in recent years, the SIC system has become largely outdated. Therefore, its business classification capabilities have become increasingly less than optimal.

In 1998, the United States Office of Management and Budget published a new industry classification system – the 1997 North American Industry Classification System (NAICS) to replace the SIC system. In contrast, the 2- to 6-digit NAICS industry classification system includes more useful and detailed economic data and provides a more comprehensive statistical representation of our industry. NAICS offers four major advantages over the SIC system:

Relevance: NAICS identifies hundreds of new, emerging, and advanced technology industries. Perhaps most important in terms of quantification of travel-related activity, NAICS reorganizes industries into more meaningful sectors, especially in the service-producing segments of the economy. A few examples of travel-related industries that are separately recognized for the first time:

- Convenience stores
- Gas stations with convenience stores
- Casino hotels
- Casinos
- Other gambling industries
- Bed and breakfast inns
- Limited service restaurants

International Comparability: NAICS was developed by the U.S. Office of Management and Budget (OMB) in cooperation with Statistics Canada and Mexico’s Instituto Nacional de Estadística, Geografía e Informática (INEGI). NAICS provides for comparable statistics among the three NAFTA trading partners.

Consistency: NAICS defines industries according to a consistent principle -- businesses that use similar processes are grouped together.

Adaptability: NAICS will be reviewed *every five years*, so classifications and information keep up with our changing economy.

TEIM: SIC/NAICS Industry Categories

With the transition to NAICS, TIA has adjusted its selections of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, TIA's Travel Economic Impact Model, tracks business activity in seven (7) major travel-related industry groups. These, in turn, are comprised of sixteen (16) business subcategories.

The industry groups and subcategories used in the model are outlined below, followed by a detailed table of SIC and NAICS Codes.

Automobile Transportation Industry: Gasoline service stations, motor vehicle/parts dealers and passenger car rental.

Entertainment/Recreation Industry: Entertainment, art and recreation industry.

Foodservice Industry: Eating & drinking places, and grocery stores.

General Retail Trade Industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops.

Incidental Purchases Industry: See above, *General Retail Trade Industry*.

Lodging Industry: This industry includes hotels, motels, and motor hotels, camps and trailer parks.

Public Transportation Industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."

Travel Arrangement Industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

**1987 SIC – 1997 NAICS:
Selected Travel-Related Categories**

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
Accommodations			
<i>Hotels and Motels</i>	701	<i>Traveler Accommodation</i>	7211
<i>Recreational Vehicle Parks & Campsites</i>	703	<i>Recreational Vehicle Parks & Campgrounds</i>	7212
Auto Transportation			
<i>Passenger Car Rental</i>	7514	<i>Passenger Car Rental</i>	532111
<i>Gasoline Service Stations</i>	554	<i>Gasoline Stations with Convenience Stores; Other Gasoline Stations</i>	447110; 447190
<i>Automotive Dealers</i>	55 (excl. 554)	<i>Motor Vehicle & Parts Dealers</i>	4411; 4412; 4413
Entertainment and Recreation			
<i>Amusement and Recreational Services</i>	79	<i>Amusement, Gambling & Recreation Industries</i>	713
		<i>Performing Arts, Spectator Sports & Related Industries</i>	711
<i>Museums, Art Galleries, Botanical and Zoological Gardens</i>	84	<i>Museums, Historical Sites & Similar Institutions</i>	712
Food			
<i>Eating & Drinking Places (Alcoholic Beverages)</i>	581	<i>Foodservices & Drinking Places</i>	7221; 7222; 7224
<i>Grocery Stores</i>	541	<i>Food and Beverage stores</i>	4451; 4452; 4453
Public Transportation			
<i>Air Transportation</i>	45	<i>Passenger Air Transportation; Airport Support Activities</i>	481; 4881
<i>Rail - Local & Suburban Transit</i>	4111	<i>Rail Transportation</i>	485112
<i>Interurban & Rural Bus Carriers</i>	413	<i>Interurban & Rural Bus Transportation</i>	4852
<i>Charter Bus/Interstate</i>	4142	<i>Charter Bus (interstate/interurban)</i>	4855102
<i>Taxi & Limousine Services</i>	412	<i>Taxi & Limousine Services</i>	4853
<i>Water Transportation of Passengers</i>	448	<i>Water Passenger Transportation</i>	483112; 483114; 483212
--	--	<i>Scenic & Sightseeing Transportation</i>	487
		<i>(New industry-includes parts of SICs 4119,4489,4522,4789,7999)</i>	
Retail			
<i>General Merchandise Stores</i>	53	<i>General Merchandise Stores</i>	452
<i>Miscellaneous Retail Stores</i>	59	<i>Other Retail Stores</i>	453; 44611; 4483; 45111; 45112; 45121
Travel Arrangement			
<i>Travel Arrangement</i>	472	<i>Travel Arrangement & Reservation Services</i> <i>(includes travel agencies and tour operators)</i>	5615

Appendix E: Sources of Data

This appendix presents the sources of data used in this report.

Sources

Air Transport Association
American Automobile Association
Amtrak
American Society of Travel Agents
Bureau of the Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Bureau of Transportation Statistics, U.S. Department of Commerce
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
National Park Service
Louisiana Office of Tourism
Louisiana Department of Labor, Research & Statistics Division
Smith Travel Research
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce
U.S. Travel Association